

Business

This is the official business page of The Beeston Express, where we feature local businesses, large and small, with news to share. Our aim is to keep Beeston Express readers living in the wider community up-to-date with what's going on in the business world, either as items of general interest or if it may directly affect them (such as changes to tax laws, for instance). However, we request that, if we are running advertising editorial, advertising in The Beeston Express supports it.

Footfall on Beeston High Road

A FOOTFALL counter has been in place on the High Road, Beeston, for more than a year and Broxtowe Borough Council has released the comparative figures.

We thought High Road users might be interested to learn just how many people do make their way along the road on a weekly basis.

Week 52 is the last week in December.

On Christmas Day itself, no fewer than 825 people walked along the High Road.

Date	2008	2009
Week 49	88186	101289
Week 50	97969	103338
Week 51	113894	103309
Week 52	93185	75513

Businesses in Broxtowe Employer Engagement Event - January 25

THE 14-19 Diploma, a new qualification that can be completed at school or college, has 10 subjects for learners to choose from.

One important aspect of the qualification is work experience, which provides the student with the opportunity to learn about skills, personal qualities, careers, roles and structures that would usually be found in a workplace.

To provide Broxtowe businesses with more information about work experience, Broxtowe Borough Council, in conjunction with the Nottinghamshire Education Business Alliance (NEBA), is hosting an informal Employer Engagement Event at the Town Hall, Foster Avenue, Beeston on Monday, January 25, from 6pm to 8pm.

During a 30-minute presentation, the benefits for both the business and the learner will be outlined. There will also be plenty of time to network with old colleagues and meet some new ones. Light refreshments will be provided.

For more information or to book a place, call Eddie Dorey at NEBA on 01623 404 345.

It's time for change at Beeston Market

CHANGES are under way at Beeston market as 'Pete the Sweet' and 'Glen the Butcher' alter their days of trading to meet the needs of their customers better.

Commencing on January 16, 2010, 'Pete the Sweet' and 'Glen the Butcher' will attend Beeston Market on Willoughby Street (off the High Road) every Saturday – but **only** on Saturdays.

Peter will continue to offer top brand cakes and mixed sweets at below top store prices.

"In fact," said Peter, "Many of the cakes I sell are less than half price, with

national brand cakes on sale at less than 'Buy One Get One Free' supermarket prices.

"I buy direct from manufacturer's agencies to ensure freshness and low prices."

'Glen the Butcher' is well known from his Long Eaton Market days. He travels from Sheffield every Saturday with personally selected fresh meat which he will only sell at the quality his customers require and at prices they can afford.

Glen said: "If required, I can even offer my knowledge of the best

cooking procedures for any particular cut of meat!

"There's no obligation to buy, but come along and compare our prices and range of produce. I guarantee that you'll be surprised!"

'Pete the Sweet' has traded at Beeston Market since 1972. He said: "I'm only giving up my Friday stall because of the changes to the way people shop.

"I'll be continuing each and every Saturday, as usual. I've built up such a loyal and regular customer base over the years and I'm not going to let them down."

BID News

Get set to go!

BEESTON'S business community is getting set to go for big changes and improvements to the town centre this year through the BID initiative.

Matthew Robinson, Business Improvement District (BID) Manager, is determined to shout about Beeston as a great place to come, to shop and to do business.

"I have been into every business in central Beeston, talking about the BID and listening to concerns," he said. "The strongest message that comes across is the need to increase footfall in the town and attract more business.

"Business owners and managers also said that lots of help would be needed to achieve this."

This is where the BID comes in.

What is a BID?

A Business Improvement District (BID) is an investment initiative where local businesses have the opportunity to say how their money should be invested to benefit themselves, their employees, customers and clients. BIDs are good news for town centres. There are already 99 Business Improvement District initiatives in existence in places like Truro, Bristol, Bedford, Keswick, Rugby, Coventry and Birmingham, where they are making positive differences for the local businesses.

Now it's Beeston's turn to take advantage of an already successful initiative to create change and to become Broxtowe's premier shopping destination.

"A BID is an investment" said Matt. "Unlike your business rates, the money doesn't go to the government; it all remains in Beeston to be spent on things that matter to you."

Matt is keen that everyone "this.

Driving force

Matt has created a Task Group from a cross section of businesses within Beeston, from small independents to larger local independent companies as well as managers from national chains with branches in Beeston.

The Task Group (see below for details) has a wealth of business knowledge and their input into driving the Beeston BID forward in the coming year will be invaluable.

Streets ahead

Matt is concerned that there are many new factors that could drain customers from Beeston's businesses. These include the new Tesco store, the construction of the NET Phase 2 tram extension and the reconstruction phase of The Square.

Matt said: "If we start to create a unified network and pool resources now, we can get the message out that Beeston has a lot to offer."

One initiative under discussion is all-weather touch-screen maps that Matt would like to see situated at a number of key locations around the town. "These maps of the town will carry advertising, information, a business directory, and details of events and competitions."

The idea of using touch screens will be unique to



Beeston, and will lead the way for other towns and cities to follow.

BID Task Group

The BID Task Group team consists of: Philippa Double of Double Image Photography; Dan Walker of CP Walker & Sons; Rob Darby of Belle & Jerome; Chris Timson of Touchlight Systems; Derek Wigginton of The Guitar Spot; Paul Newson of PNDesign; John Delaney and Stephanie Wilkinson from the Economic Development team at Broxtowe Borough Council; Simon Hale of Ellis-Fermor & Negus Solicitors; Allan Mele of Barclays Bank; Jackie Sutherland of Boots; Charlie Fogg from Charlie Fogg's; Julie Cameron of Cameron House; Paul Gayton of Wren Accountants; David Boden of Boden Associates.

Get set to Go

Find out more about the BID initiative by coming to the 'Get Set To Go' meeting on February 3 at the Town Hall, Foster Avenue, Beeston at 6pm.

Presentations will be given by BID Manager Matthew Robinson, Trent FM, PNDesign and Nottingham University about how they will help to regenerate the town centre and your business.

There will be light buffet and an opportunity to talk to other business owners.

Contact BID Manager Matt Robinson on 07875 581 427 or email matt.robins@beestonbid.org, or visit www.beestonbid.org